

敢做女人

IN HER SHOES

2019公平貿易盃足球賽
Fair Trade Cup 2019 Football Championship



我最喜愛的女子足球員選舉
My Favorite Female Footballer

13.10.2019

不分男女 同場跟隊
A Game for Unisex



主辦機構
Organizer



合辦機構
Co-organizer



香港足球總會
The Hong Kong
Football Association Ltd.



媒體夥伴
Media Partner



關於2019公平貿易盃

About Fair Trade Cup 2019

敢做女人，踢走亞洲女性禁忌。

本會為推廣公平貿易中性別平等的原則，將於2019公平貿易盃足球賽，加設「我最喜愛的女子足球員選舉」，賽事邀請8支甲組女子足球隊，男女同場與各公司足球隊比賽，破天荒由香港市民投選最愛甲組腳，同步為巴基斯坦女性籌款。

巴基斯坦在全球性別平等系數（Global Gender Gap Index），149個國家排名148名，反映性別不平等的嚴重性。女性基本生理需要 - 月經，在當地亦被視為不潔，流傳不少錯誤的衛生觀念，加上44%的婦女欠缺經濟能力購買衛生用品，令不少女性以舊布、報紙，以至樹葉替代，不少女童更被迫在經期休學。

香港在性別上雖較平等，但社會上仍有不少女性禁忌，足球就是其中之一。「甲組腳」一方面代表香港女子足球最高水平的選手，但另一方面亦是不少香港人嘲笑女性身型的用詞。

故此，本會誠意邀請 貴公司參與2019公平貿易盃，與本地甲組女子隊比賽，令企業上下真正認識「甲組腳」，體驗女子足球員的技術和拼勁，投選「我最喜愛的女子足球員」，並為巴基斯坦女性提供生活最基本衛生所需。

In Her Shoes, we are breaking stereotypes for women in Asia.

At fair trade, we promote gender equality. And to better empower women, we will introduce 'My Favorite Female Footballer' Award in Fair Trade Cup 2019 to recognize female players in Hong Kong. The Cup invited all the teams from Division 1 Female Football League to play with corporate football teams while raising fund for women in Pakistan.

Pakistan ranks 148 out of 149 in the latest Global Gender Gap Index, which means it is the second worst country on gender equality. Even basic needs such as those around menstrual hygiene are not met. There is stigma around menstruation, while 44% women are using rags, newspaper, or even leaves because they cannot afford sanitary pads. Girls are also forced to drop out from school during periods.

Hong Kong is a better living place in terms of gender equality than Pakistan but we still see gender stereotypes in the society. Football is one of the sectors we still find discrimination against women and girls, for example, in Cantonese, while "Foot of Division A" sounds like a compliment, it is actually a slang used to laugh at women with thick legs.

To promote an equal chance for girls and women, we cordially invite your company to join Fair Trade Cup 2019 and put ourselves "in her shoes". By doing so, you can help meet the basic needs of Pakistani women while experiencing the beauty of Hong Kong best female footballers.

比賽詳情 Details

比賽日期 Match Date : 13/10/2019

時間 Time : 10:00 – 18:00

截止報名日期 Application Deadline : 13/09/2019

地址 Address : 賽馬會香港足球總會足球訓練中心@將軍澳 - 仿真草足球場
Jockey Club HKFA Football Training Centre, Tseung Kwan O - Artificial Turf

點解要參加? Why join us?

原因1：無分男女與本地甲組女子足球隊同場較量

原因2：投選「我最喜愛的女子足球員」

原因3：為巴基斯坦女性籌款提供衛生用品及教育課程

Reason 1: Play mixed-gender matches with Division 1 Female football teams

Reason 2: Vote for 'My Favorite Female Footballer'

Reason 3: Raise fund to support sanitary products and hygiene management training for women in Pakistan

主辦機構 Organizer

香港公平貿易聯盟（Fair Trade Hong Kong）— 成立於2008年的非牟利組織，願景是透過推動公平貿易經濟，使發展中國家的農民及工人得到合理回報，緩解貧窮及社會不公，推動兩性平等，並建設可持續發展的未來。

Fair Trade Hong Kong (FTHK) is a not-for-profit organization established in 2008. We are committed to establishing a Fair Trade economy to ensure producers in the developing world can receive their fair share of income, alleviate poverty, reduce inequality, and contribute to a sustainable future.

歷屆冠軍 Past Winners

	公平貿易盃冠軍 Fair Trade Cup Champion	自強碗冠軍 Empowerment Bowl Winner
2019	今年可能就係你間公司! Your company can win!	
2018	鑄博教育 Brilliant Education Expert	Savills FC (2018年增設 First launched in 2018)
2017	香港寬頻 HKBN	
2016	恆豐工程 IES (Hong Kong)	
2015	賽輝洋行 CFL	
2014	香港交易及結算所 HKEX	

參賽企業將獲贈 Each corporate team will enjoy

1. 紀念獎狀及公平貿易認證足球乙個
Certificate of participation and a Fair Trade Football
2. 企業專屬球員休息區
Designated Marquee
3. 企業品牌上載於「2019公平貿易盃」感謝展板及網頁
Logo acknowledgement on the venue and webpage of Fair Trade Cup 2019
4. 安排拍攝團隊照並上載到本會 Facebook
Team photo sharing through FTHK Facebook Fan page

賽制 Game Rules

1. 是次比賽為7人足球賽，每隊上限14人。
7-a-side, a maximum of 14 players registered.
2. 每支參賽隊伍有額外6名女球員名額。
Each team can register additional 6 female players.
3. 每4隊進行單循環小組賽，每組頭兩名晉級16強淘汰賽，角逐公平貿易盃的冠、亞、季軍及殿軍；其餘隊伍則角逐自強碗；
It is a round-robin tournament with 4 teams in each group. Top 2 teams will be qualified for the knockout phase of Fair Trade Cup and the rest of the teams enter knockout phase of Empowerment Bowl.
4. 每場比賽20分鐘，不設上下半場。
Each game lasts for 20 minutes with no break time.
5. 淘汰賽兩隊打和即互射點球定勝負，點球以即時死亡形式進行，勝出球隊晉級。
If a knockout phase match ends in a draw, sudden death penalty kicks will be taken to determine the winner.
6. 大會設神射手、最佳門將等個人獎項及公平競技獎的殊榮；
There are Golden Boot, Golden Grove and Fair Play Award.
7. 每位參賽者於比賽當日一人一票選出「我最喜愛的女子足球員」。
Every player has one vote for 'My Favorite Female Footballer'.

報名辦法 Ways to Apply

於9月13日或之前，請填妥後頁之報名表格，並連同報名費用(支票或銀行轉帳)郵寄或電郵至香港公平貿易聯盟。
Please complete and return the "Enrollment Form" at the back with your entry fee (by cheque or bank transfer) to Fair Trade Hong Kong on or before 13 September 2019.

- * 郵寄至九龍長沙灣道760號4樓C香港公平貿易聯盟收
Mail to Fair Trade Hong Kong, Unit 4C, 760 Cheung Sha Wan Road, Kowloon
- * 電郵至 info@fairtradehk.org
Email to info@fairtradehk.org

報名費用 Entry Fee

每隊正價 One Team : HKD \$25,000

早鳥優惠 Early Bird : HKD \$18,000 (於2019年7月19日前繳費 Before 19 July 2019)

兩隊同行價 Two Teams : HKD \$38,000 for two

贊助女子隊出賽 Female Football Team Sponsorship: HKD \$10,000

- * 香港公平貿易聯盟是根據《稅務條例》第88條獲豁免繳稅的慈善機構，報名費用及捐款可憑收據申請稅項寬減。
- * Fair Trade Hong Kong Foundation Limited is a registered charity under Section 88. Entry fee/sponsorship are tax-deductible with official receipt.

2019公平貿易盃籌款目標
Fundraising target of Fair Trade Cup 2019

HK\$ 500,000

改善巴基斯坦女人生活
For the livelihood of Pakistani women

所得善款將與公平貿易亞太區生產者聯盟、巴基斯坦當地非牟利組織AGAHE及社企Her Ground合作，為當地女性提供月經衛生培訓及相關用品，回應當地社區需要。

Donations will be allocated through the Network of Asia & Pacific Producers Gender Leadership School, AGAHE and Her Ground in Pakistan, to support sanitary products and hygiene management training for women in Pakistan, and respond to the needs of local community.



2019 公平貿易盃報名表格

Fair Trade Cup Enrollment Form

企業名稱 Company Name		
中文	English	
聯絡人姓名 Name of Contact Person		
聯絡人職位 Title of Contact Person		
聯絡人電郵 Contact Email		
聯絡人電話 Contact Number		
報名參賽隊伍數目 No. of Team		
隊伍名稱 (如與企業名稱不同) Team Name (if different from company name)		
隊伍 1 Team 1	中文	English
隊伍 2 Team 2	中文	English
隊伍 3 Team 3	中文	English
隊伍 4 Team 4	中文	English

付款方法 Payment Method:

於6月30日前繳交報名費可享早鳥優惠 Early Bird : HK\$ 18,000 (Before 30 June 2019)

1. 支票付款 By Cheque

劃線支票抬頭:「香港公平貿易聯盟有限公司」

Payee: "Fair Trade Hong Kong Foundation Limited"

* 郵寄至九龍長沙灣道760號4樓C香港公平貿易聯盟收

Please post to Fair Trade Hong Kong, Unit 4C, 760 Cheung Sha Wan Road, Kowloon

2. 銀行轉帳 Bank Transfer

戶口持有人 Account Holder: Fair Trade Hong Kong Foundation Limited

恆生銀行戶口 Hang Seng Bank Account: 228-353124-001

* 請連同銀行入數紙電郵至 Please send the bank-in slip to info@fairtradehk.org

香港公平貿易聯盟是根據《稅務條例》第88條獲豁免繳稅的慈善機構。參賽費用及捐款可憑收據申請稅項寬減。

*Fair Trade Hong Kong is a charitable organization, which are exempt from tax under section 88 of the Inland Revenue Ordinance. Application fee, sponsorship fee and donation can be claimed for tax deduction.